

# HOW TO INCREASE OTT VIDEO REVENUE:

PROVEN STRATEGIES TO EXTEND YOUR  
REACH AND GROW A LOYAL AUDIENCE

**BRIGHTCOVE®**



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# INTRODUCTION

In the OTT space, content may be king, but monetizing it can be a royal pain. Consumers are fickle, competition is fierce, and business models are constantly evolving.

This e-book is designed to help content owners and developers capture their share of the fast-growing OTT market. Whether your audience is sports fans, car freaks, or cat lovers... whether you stream cooking classes or religious services, this e-book offers practical advice on how to make your video assets drive more revenue for your business.



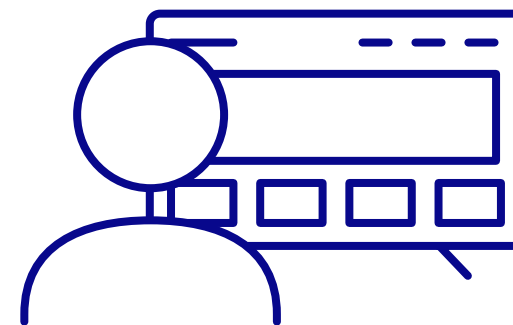
# OTT CHALLENGES AND OPPORTUNITIES



As an OTT service, you've assembled a sizable library of high-quality video assets — a goldmine that you're ready to convert into cash.

The good news is that the opportunity for OTT video services is massive. Thanks to a pandemic-induced boom, the streaming video market is experiencing unprecedented growth.

Global OTT  
revenue will reach  
**\$210B**  
**by 2026,**  
up from \$106B in  
2020, according to  
Digital TV Research.



But capturing your share of this burgeoning demand isn't without challenges. As an OTT service, you must contend with these tough issues:

- 1. Competition is Stiff.** In North America, the average viewer subscribes to 8.8 streaming services, according to [Tivo](#). Which raises the question: How many streaming services can people consume? And, more importantly, will your service be one of them? With hundreds of OTT apps competing for eyeballs, building a loyal audience is a top challenge for every streaming business.
- 2. Audiences are Fragmented and Fleeting.** The global streaming audience is large and highly diverse. All viewers have their favorite platform, device, content format, payment model, and payment method. There's no single best channel to market and no one-size-fits-all programming strategy. The risk of losing viewers' attention — and dollars — is constant. [Parks Associates](#) pegs U.S. churn rates at 44%.
- 3. Content is Expensive.** You may not have a content budget as large as Netflix, which spent [\\$17B in 2021](#). But building a video library — one that engages viewers over the long term — is a costly undertaking. You have to buy or license the rights to third-party content or pay to produce your own. Either way, business success depends on maximizing the return on your content investment.

If you take a step back and look at the big picture, the key to OTT success is a deceptively simple proposition: **Deliver content to consumers with ways to monetize consumption.**

## CONTENT + CONSUMERS = MONETIZATION

When viewed in this light, there are three primary opportunities to increase video revenue while overcoming the challenges inherent in the OTT space.

- 1. Extending content reach.** How can you increase your addressable market by getting your content in front of as many consumers as possible?
- 2. Growing a loyal audience.** How can you attract and engage a viewership that values your content — and won't abandon you for a competitor?
- 3. Optimizing your monetization model.** What payment model works best given your business objectives and audience preferences?

Let's look at strategies to maximize each of these opportunities, starting with monetization models.



# OPTIMIZING YOUR MONETIZATION STRATEGY



There is no ideal revenue model for an OTT streaming service. But there are ways to mix, match, and maximize your monetization strategy.

This section provides an overview of the primary OTT payment models and helps you evaluate the most lucrative approach for your business.

**“OFFERING CONSUMERS A CHOICE OF HOW THEY WANT TO FUND THAT CONSUMPTION—BY SUBSCRIPTION, BY ADVERTISING, OR BY TRANSACTION—IS THE MOST ECONOMICALLY REALISTIC.”**

**IAN MCKEE**  
CEO  
Vuulr

## MONETIZATION MODELS

OTT business models have evolved over the years, and the savviest streaming services have become extremely creative at monetizing their content. Still, the most popular revenue models rely on one or more of these approaches: SVoD, AVoD, or TVoD. Each has its own pros and cons and profitable uses.

SUBSCRIPTION VIDEO-ON-DEMAND (SVOD)	ADVERTISING-BASED VIDEO-ON-DEMAND (AVOD)	TRANSACTIONAL VIDEO-ON-DEMAND (TVOD)
<b>Description:</b> Viewers pay a monthly or annual subscription fee for unlimited access to a video library	<b>Description:</b> Viewers access videos for free in exchange for watching ads	<b>Description:</b> Viewers pay a one-time fee to watch (buy or rent) a specific video or video series
<b>Examples:</b> Netflix, Hulu, Amazon Prime Video	<b>Examples:</b> YouTube, Tubi, Pluto TV, IMDb TV	<b>Examples:</b> Fandango Now, Sky Box Office, Amazon Prime Video
<b>Pros:</b> <ul style="list-style-type: none"> <li>▶ Provides a predictable, recurring revenue stream</li> <li>▶ Fosters audience engagement and loyalty</li> <li>▶ Delivers highest lifetime value per customer</li> </ul>	<b>Pros:</b> <ul style="list-style-type: none"> <li>▶ Draws a broad audience and scales easily</li> <li>▶ Requires relatively low customer acquisition costs</li> <li>▶ Taps into increasing demand for OTT advertising</li> </ul>	<b>Pros:</b> <ul style="list-style-type: none"> <li>▶ Captures a premium price for timely or unique content</li> <li>▶ Supports flexible packaging options (one video or many)</li> <li>▶ Complements other monetization models</li> </ul>
<b>Cons:</b> <ul style="list-style-type: none"> <li>▶ Requires ongoing investment in content and customer retention</li> <li>▶ Can be hard to attract subscribers without an established brand</li> <li>▶ Consumers are experiencing subscription fatigue</li> </ul>	<b>Cons:</b> <ul style="list-style-type: none"> <li>▶ Ads can disrupt and negatively impact the viewing experience</li> <li>▶ Won't appeal to ad-averse audiences</li> <li>▶ Requires a large audience to be lucrative</li> </ul>	<b>Cons:</b> <ul style="list-style-type: none"> <li>▶ May be more difficult to build a consistent relationship with viewers</li> <li>▶ May not work as a sole source of revenue</li> </ul>
<b>Ways to Win:</b> <ul style="list-style-type: none"> <li>▶ Offer niche or exclusive content that viewers are passionate about; in the SVoD space, you can't be all things to all people</li> <li>▶ Create tiered subscription offerings with price points and video packages that appeal to different audience segments</li> <li>▶ Add to the subscriber experience and build a passionate community with ancillary content, services, or events</li> </ul>	<b>Ways to Win:</b> <ul style="list-style-type: none"> <li>▶ Secure a premium rate for ads with rich contextual data about your viewers and the depth of their engagement</li> <li>▶ Use server-side ad insertion (SSAI) technology to avoid ad blockers and collect ad revenue on connected devices like set-top boxes and game consoles</li> <li>▶ Improve the viewer experience with smooth transitions in and out of ad breaks — no delays or buffering</li> </ul>	<b>Ways to Win:</b> <ul style="list-style-type: none"> <li>▶ Offer a paid virtual experience for fans who can't attend a live event, like a game, concert, or class</li> <li>▶ Profit from highly anticipated events — the big fight, the release of a new series or film — with early or exclusive access to content</li> <li>▶ Capture incremental revenue from viewers who want to watch something immediately, but don't want to sign up for another subscription</li> <li>▶ Collect email addresses through TVoD to market other service offerings</li> </ul>

## SUCCEEDING WITH A HYBRID REVENUE MODEL

Many organizations have adopted a hybrid business model that combines two or more of these monetization strategies. This approach maximizes return on content spend while giving audiences more choices. Successful examples include:

- ▶ **The WNBA** drives video revenue through a mix of single-game passes, a season-long subscription, and ads placed in free video highlight clips on the league's website. (TVoD / SVoD / AVoD)
- ▶ **Craftsy** offers hobbyists the option of accessing videos on a purchase-to-own basis or as part of a premium membership that also includes projects, newsletters, and live events. (TVoD / SVoD)
- ▶ **Revry**, the first streaming network for the LGBTQ community, engages audiences through ad-supported video on demand and a subscription offering. Incremental ad revenue also comes in from Revry content on FAST — free ad-supported streaming TV, e.g., “see page 12 for more on FAST” — channels. (AVoD/SVoD)

## CHOOSING A MONETIZATION MODEL

Which moneymaking model is right for your business? Here are some factors to consider when selecting the most profitable monetization strategy for your OTT service:

- ▶ **Content:** How large is your video library? Do you have specialized or exclusive content that audiences value?
- ▶ **Target Audience:** Do you have an engaged and passionate audience? Are they willing to pay for content, or would a free-with-ads offering draw more viewers?
- ▶ **Budget:** Can you take on the cost of subscriber acquisition and retention? Do you have the financial resources to invest in the regular release of new content?

Ultimately, the best monetization strategy is to stay flexible. OTT business models are in a constant state of flux, and what works for you today may not be the best strategy tomorrow. Be willing to test different monetization models and ensure that your technology platform is flexible enough to help you achieve the optimal mix.



# BY THE NUMBERS

The global OTT market is expected to generate a revenue of \$210 billion in 2026!

**SUBSCRIPTIONS:**

**\$126 B**

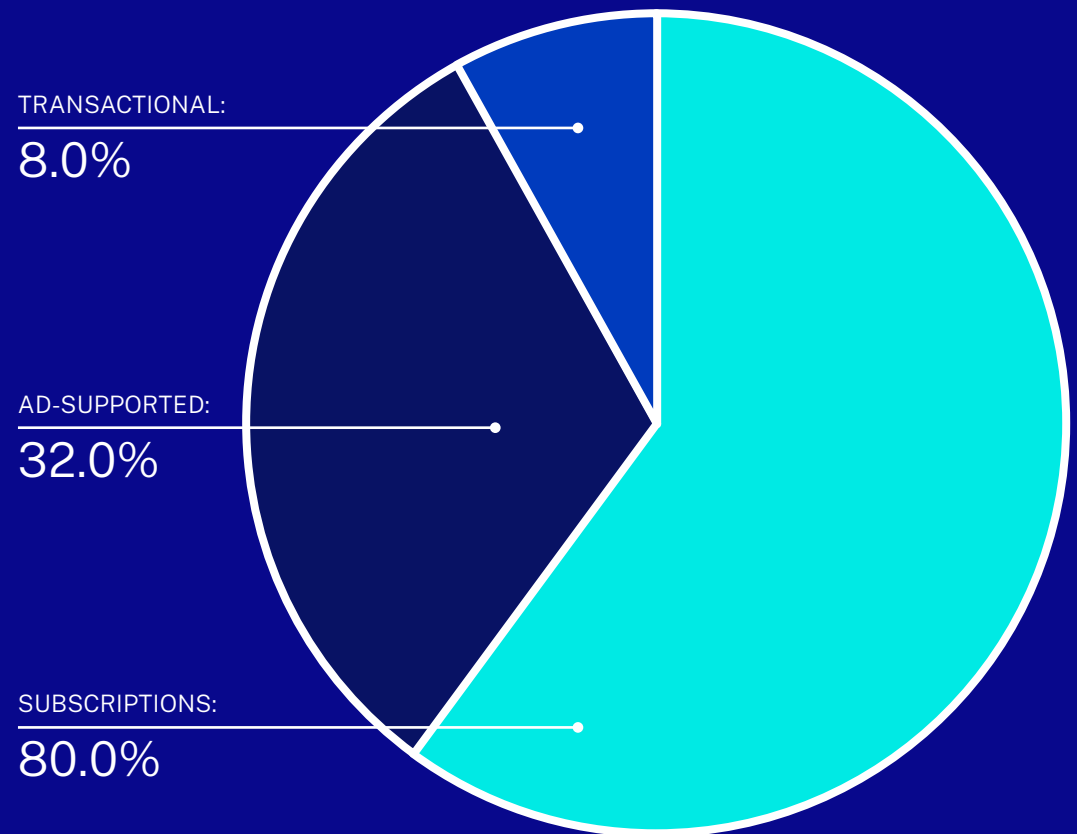
**AD-SUPPORTED:**

**\$66 B**

**TRANSACTIONAL:**

**\$18 B**

## OTT REVENUE PROJECTIONS BY 2026



Source: Digital TV Research

# EXTENDING CONTENT REACH

Your viewers are everywhere — which means your content should be too.

This section explores how to increase video revenue with practical approaches to extending your reach across devices, channels, and geographic markets.

**“IF WE GET 10 MORE MINUTES OF CONTENT, IT MAY NOT MAKE THAT BIG A DIFFERENCE. WHERE WE'RE SPENDING OUR DOLLARS THESE DAYS IS IN DISTRIBUTION.”**

**JIM KOPP**

*Chief Operating Officer*  
**TN Marketing**

PURSUING A MULTI-DEVICE STRATEGY

Today’s streaming audiences rely on a range of devices and consume content at home, in the office, and on the go. You can broaden your addressable market by giving viewers as many ways to watch your content as possible.

MORE DEVICES

The pandemic accelerated changes in viewing habits and device use as more consumers cut the cord and streamed from home. According to [Conviva’s State of Streaming Q4 2021 report](#), big screens now account for 76% of viewing time globally. Roku, Amazon Fire TV, and Samsung TV are the most popular platforms for big screen viewing, a category that includes

connected TV devices, smart TVs, and gaming consoles. Among other devices, mobile accounts for 11% of global viewing time, desktops have an 8% share, and tablets make up the remaining 5%.

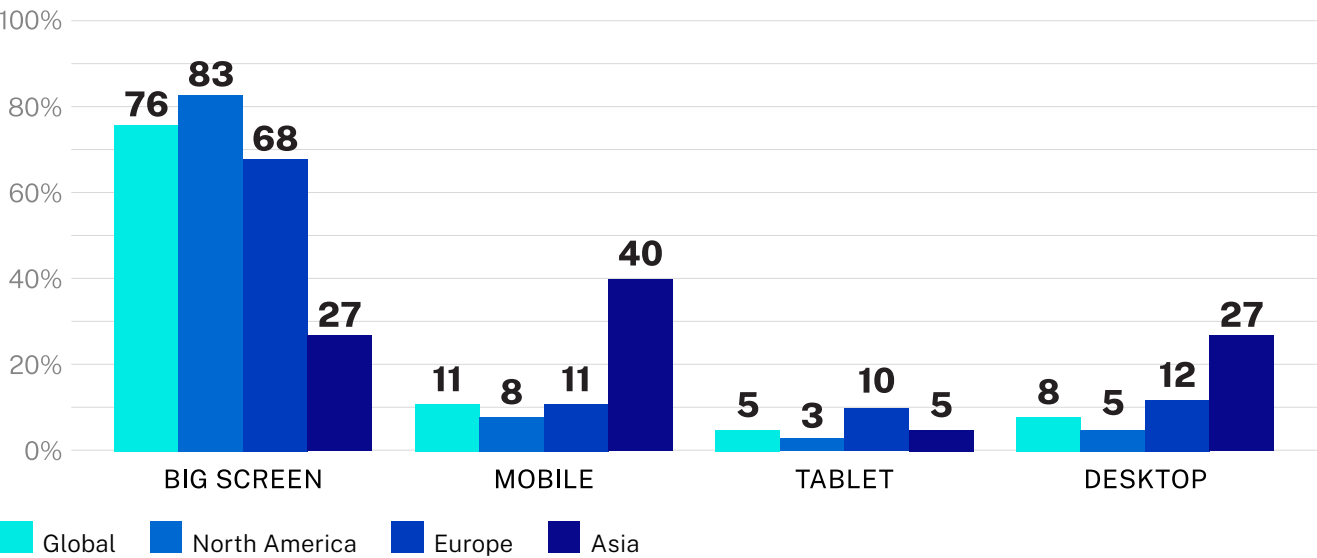
Given this diversity of devices, a multi-screen distribution strategy is a proven path to growth. For example, Revry, the LGBTQ OTT service, achieved a 60% growth in viewers by extending its reach to Roku and Amazon Fire TV. When expanding availability, be sure to consider regional variations in device viewing time as well as which screens work best for your content.

MORE CONTENT VIEWING OPTIONS

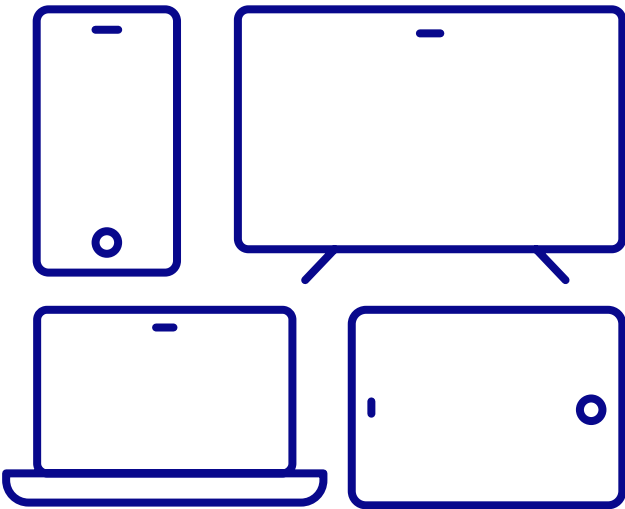
A related strategy is to deliver content in all the different formats and with all the different features

viewers want or need — whether that’s video on demand, a livestream, or a 24/7 linear channel. To do this well, it’s important to think about what viewers want to watch and the context in which your content is being consumed. For example, a parent watching TV with their family on a big screen during prime time expects a high-resolution picture, crystal clear sound and the ability to tune in live. On the other hand, a subway rider watching on a mobile phone might appreciate closed captioning and the ability to watch on-demand content. The best streaming platforms allow you to deliver a premium experience across devices, regardless of screen size, network bandwidth, or video format.

SHARE OF VIEWING TIME BY DEVICE



Note: Big Screen includes connected TV devices, smart TVs, and gaming consoles Source: Conviva’s State of Streaming Q4 2021 report



## REACHING NEW AUDIENCES THROUGH NEW CHANNELS

Even if you have an owned-and-operated model, it pays to distribute your content through additional channels. The right distribution strategy depends on your audience and business objectives. But many OTT companies are finding success by making their content available through the following channels.

### FAST Platforms

FAST platforms, such as Pluto TV, Samsung TV, Tubi, and Roku Channel, are popping up everywhere. Popular with consumers who don't mind ads, FAST platforms are a great way to get in front of new viewers with your own branded 24/7 linear channel.

If you're an SVoD business, having a FAST channel can be an effective customer acquisition strategy. You capture the attention of an untapped audience, and then entice them to explore and subscribe to your own direct-to-consumer offering. In addition, FAST platforms are an attractive, easily scalable source of incremental ad revenue — extra funds that can fuel the growth of your own properties.

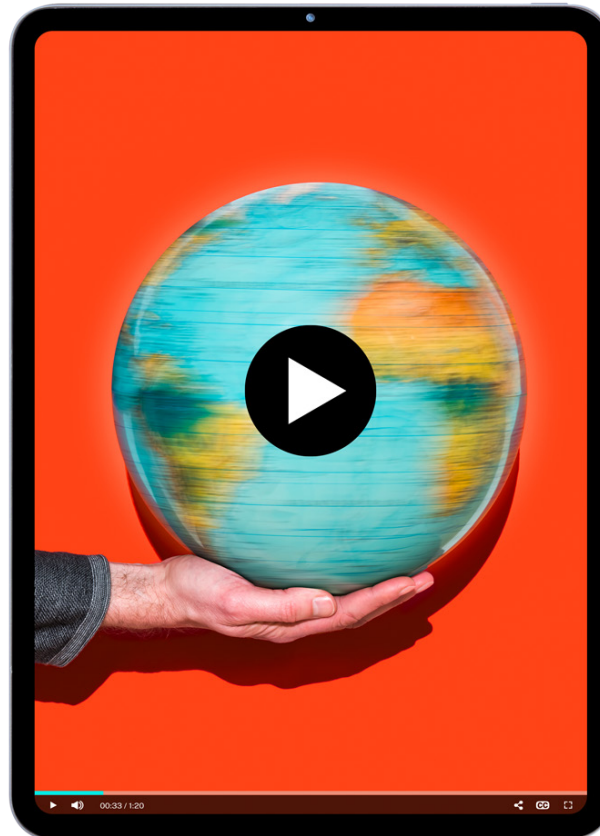
### Subscription Aggregators

Subscription aggregators are another channel for reaching audiences on their preferred streaming platforms. Services like Apple TV, Hulu, Xfinity, and Sling TV will resell your channel as an add-on to their offering. This distribution strategy has several advantages: It's quick to market, cost-efficient, and a good way to test new concepts. Most importantly, SVoD businesses can increase their subscription base by making their service available to as many people in as many places as possible. Objective metrics on audience engagement and video performance will help demonstrate the value of your service to subscription aggregators.

## EXPANDING INTO NEW GEOGRAPHIC MARKETS

Scaling internationally can vastly increase the audience for your content and allows you to capitalize on growing worldwide demand for streaming video. According to Digital TV Research, 19 countries will be \$1 billion OTT markets by 2025.

The right streaming infrastructure puts global scale within reach for any size player. Still, expanding geographically introduces several potential hurdles. Here are some key considerations when extending your reach into new markets.



**Rights.** Make sure you can securely control where your content can — and can't — be streamed based on licensing rights. Geo-based delivery controls allow you to maximize the monetization potential of your content while avoiding costly fines or penalties.



**Content.** Focus on providing video that local viewers will pay a premium for and can't get anywhere else. Localizing your content, including all associated metadata and imagery, is a smart move. Offering multiple language tracks and adding subtitles are other ways to cater to local audiences.



**Viewer Experience.** To grow a global audience, you need to deliver a video stream that looks just as brilliant in New Delhi as it does in New York. Fast, reliable scalability is essential. Popular content can cause unexpected spikes in viewership, and OTT services can take off faster than expected in new markets.




**Payment Options.** Preferred payment methods vary by region — from bank transfers in Asia to digital wallets in emerging economies. Allowing people to pay in the way that works best for them removes friction from the purchase process and can increase service uptake.



**Insights.** Be sure to segment audience and video engagement insights by geographic market. Understanding local viewing behaviors and interests will allow you to make optimal content, marketing, and monetization decisions for the region.

# GROWING A LOYAL AUDIENCE

A close-up photograph of a man with dark, wavy hair and a light beard, smiling broadly while looking at a tablet computer. He is wearing a white t-shirt and a light-colored apron. The background is softly blurred, showing indoor plants and a warm, natural light setting.

Once your content is broadly distributed, how do you get more viewers to your service and then keep them coming back?

This section looks at ways to attract and retain your audience and how analytics can make a difference across the viewer journey.

**“YOU CAN HAVE 7,000 HOURS OF CONTENT, BUT IF NOBODY CAN FIND YOU, IT WON'T MATTER. SO, FOR ME, IT'S REALLY ABOUT MARKETING.”**

**LASHAWN MCGHEE**  
*Co-Founder and Chief  
Product Officer*  
**Revry**

## ATTRACTING AND ACQUIRING NEW AUDIENCES

There's no single best approach to capturing the interest of streaming consumers. Content discoverability, marketing campaigns, offers and promotions — even your signup and payment process all contribute to audience acquisition.

Here are six successful strategies for attracting new viewers to your service and then converting them into an audience that you can grow and monetize.

### 1. MAKE SURE YOUR CONTENT IS DISCOVERABLE

Seventy percent of viewers use search when looking for something new to watch, according to [Universal Search and Discovery](#). With 5,000 OTT video apps available, the best way to make sure that your app and content rise to the top is to index them for search and discovery. Integrating your app into a universal search index ensures that viewers can easily find your offerings on their favorite streaming services. It's an investment that can double app installs and boost hours streamed by [50% or more](#).

### 2. BUILD A STRONG SOCIAL MEDIA STRATEGY

Social media sites are a tried-and-true channel for filling the top of the OTT marketing funnel. That's because 45% of viewers discover OTT content through social media, according to Brightcove's [2020 OTT in Asia study](#). In addition to maintaining your own social media presence, look for opportunities to leverage content partners and talent. This kind of influencer marketing builds awareness for your service beyond your own social following.

### 3. TARGET VIEWERS WITH DIGITAL ADS

Reach potential viewers at the point of purchase with ads on popular streaming platforms. Services like Roku Channel and Amazon Prime Video can target your ads based on their viewers' watch history, demographics, and other key parameters.

Make sure your video tech stack supports deep linking so you can send prospects directly to your app download or a specific video asset. An analysis of your audience can help you zero in on high-value prospects.

### 4. ATTRACT PROSPECTS WITH PROMOTIONAL OFFERS

Financial incentives, like coupons and vouchers, are a proven customer acquisition tactic. Here are a few creative ways to encourage first-time engagement:

- ▶ **Gifting:** 45% of viewers learn about OTT content through the recommendations of family and friends, according to Brightcove's [2020 OTT in Asia study](#). Encourage referrals by allowing your audience to buy vouchers that others can redeem for free, limited-time access to your service.
- ▶ **Registrations:** Collect information from viewers in exchange for access to select content, then follow up with a special promotional offer via email. You can precisely target prospects if your video infrastructure integrates with a marketing automation platform (MAP).
- ▶ **Partners:** Offer coupons through complementary partner organizations, like a credit card company, airline, or retailer. This strategy takes advantage of a partner's strong customer ties while promoting your service to millions of new prospective viewers.

### 5. OFFER AND CONVERT TRIAL SUBSCRIPTIONS

Trials are a powerful audience-building tactic for SVoD services, with 58% of free trials converting to paid subscriptions, according to research by [Parks Associates](#). Viewers experience the depth and quality of your content firsthand — but be careful not to give too much away to digital freeloaders. It's best to limit your trial to one or two weeks (or 30 days in some markets). To boost conversion rates, use email and push notifications to send relevant offers, reminders, and content recommendations.

Offering snippets of free content is an effective alternative to a free trial. Prospects watch one episode of a video series, and if they like it, subscribe to see the rest.

### 6. SIMPLIFY THE PURCHASE PROCESS

When a viewer is ready to buy, make it as easy and frictionless as possible. You have a greater chance of sealing the deal if you minimize the number of steps and decision points during checkout.

You can also win more customers by supporting a range of payment methods. SVoD services should ensure that the terms and conditions of your subscription are clear, so prospective customers feel confident about pressing Subscribe Now.

## ENGAGING AND RETAINING YOUR AUDIENCE

Your investment in acquiring customers paid off. Now it's time to focus on satisfying and keeping them. Below are four proven best practices for growing OTT revenue through better audience engagement and retention.

### 1. DELIVER A STANDOUT EXPERIENCE

A top-notch viewer experience may be table stakes for an OTT service, but the stakes are high. According to the [Nielsen Total Audience Report](#), quality of experience was second only to content in driving viewer retention. A clunky app or glitches in content delivery can severely undermine audience loyalty and your monetization opportunities.

A user-friendly experience is a must. Make it easy for audiences to engage with your content using features like scrollable carousels, ratings, favorites, and personal viewing histories. Ensuring a broadcast-quality video stream is equally important. Any skips, lags, freezing, pixelation, or rebuffering, and you may see frustrated viewers exiting your app for good.

### 2. INCREASE STICKINESS WITH PERSONALIZATION

Viewers may know what they want to watch the first few times they use your service. But after that, they will be looking for new content every time they open your app.

Discoverable content and curated channels are extremely helpful. But you can really enhance the viewer experience with personalized recommendations based on individual viewing preferences. Satisfying audience demand for content that's "interesting to me" can increase watch time and

viewer retention. It also exposes audiences to new sections of your video library, increasing the return on your content investment.

### 3. ENGAGE YOUR AUDIENCE REGULARLY

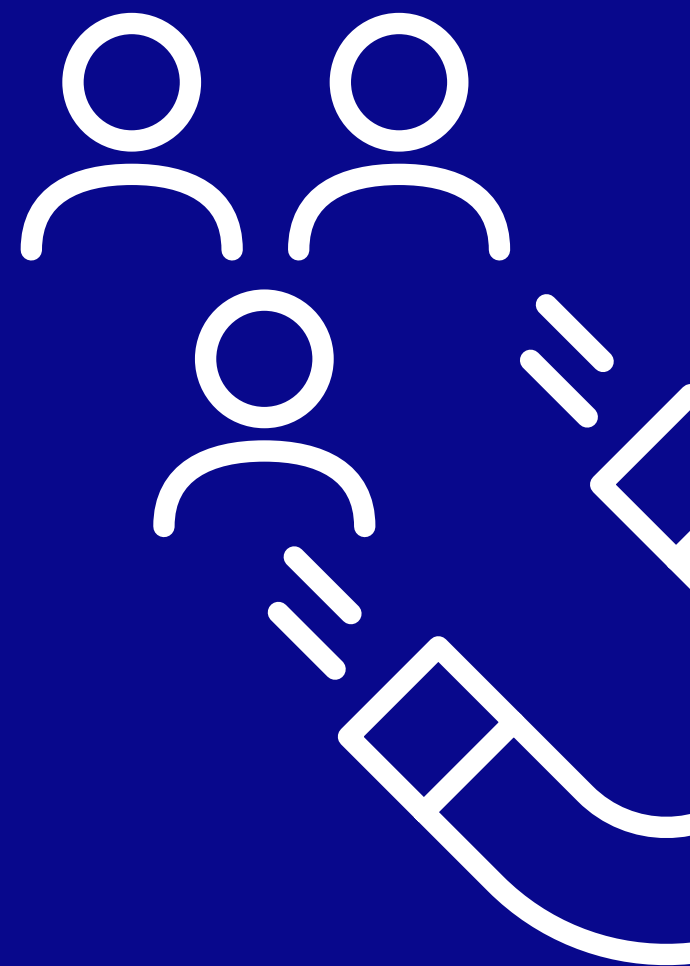
Building a loyal audience requires ongoing nurturing. Steady communications coupled with regular video releases will keep viewers coming back for more. Look for ways to connect with consumers through your app, on your site, and with targeted marketing campaigns. For example, sending push notifications announcing fresh content encourages consumers to access your service and check out the latest videos.

It's important to personalize audience outreach. Does the viewer like game highlights, breaking news, or player profiles? Do they return to your service multiple times a day or once a week? Use insights into interests, activity level, and watch history to engage individual viewers with custom content recommendations and promotional offers.

### 4. KEEP CHURN IN CHECK

A strategy to fight churn is critical; losing viewers means losing revenue. You can reduce churn by closely monitoring and re-engaging viewers whose activity levels have dropped off. An email with compelling video highlights or retention offers can lure back customers after two to three weeks of inactivity. Win-back campaigns are also profitable — it's much cheaper to regain old customers than to acquire new ones. Try offering former customers a discounted subscription or package upgrade as an incentive to return.

There are many metrics you can track to determine — and fix — the primary causes of churn. Hint: It typically boils down to a poor viewer experience or difficulty finding new content to watch.



LEVERAGING AUDIENCE AND CONTENT INSIGHTS

Your OTT service generates tons of data. Buried in that digital treasure trove are actionable insights that help increase video revenue.

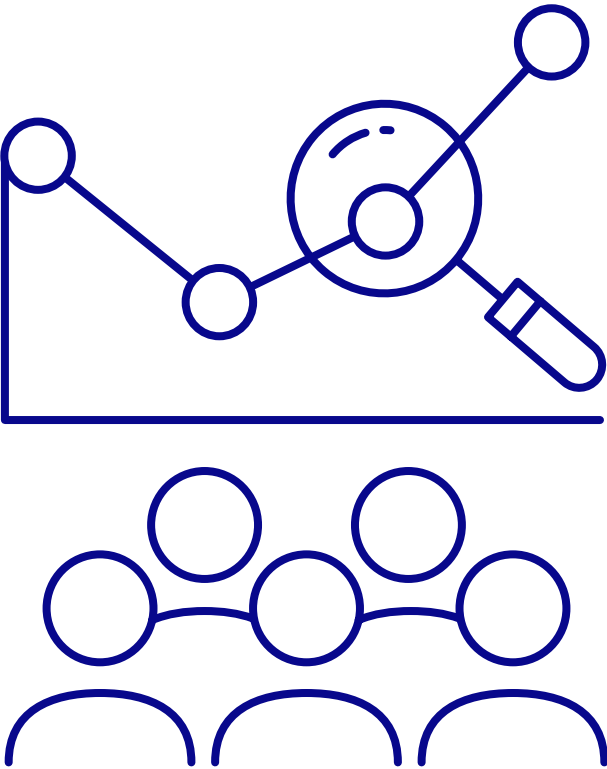
Who are your most valuable customers? Which videos drive the most signups? Is viewer engagement going up or down, and why? When you can answer questions like these, you can make smarter decisions across the viewer journey and greatly improve audience acquisition and retention.

Below are just a few of the business objectives you can achieve with a deep understanding of your audience and content performance.

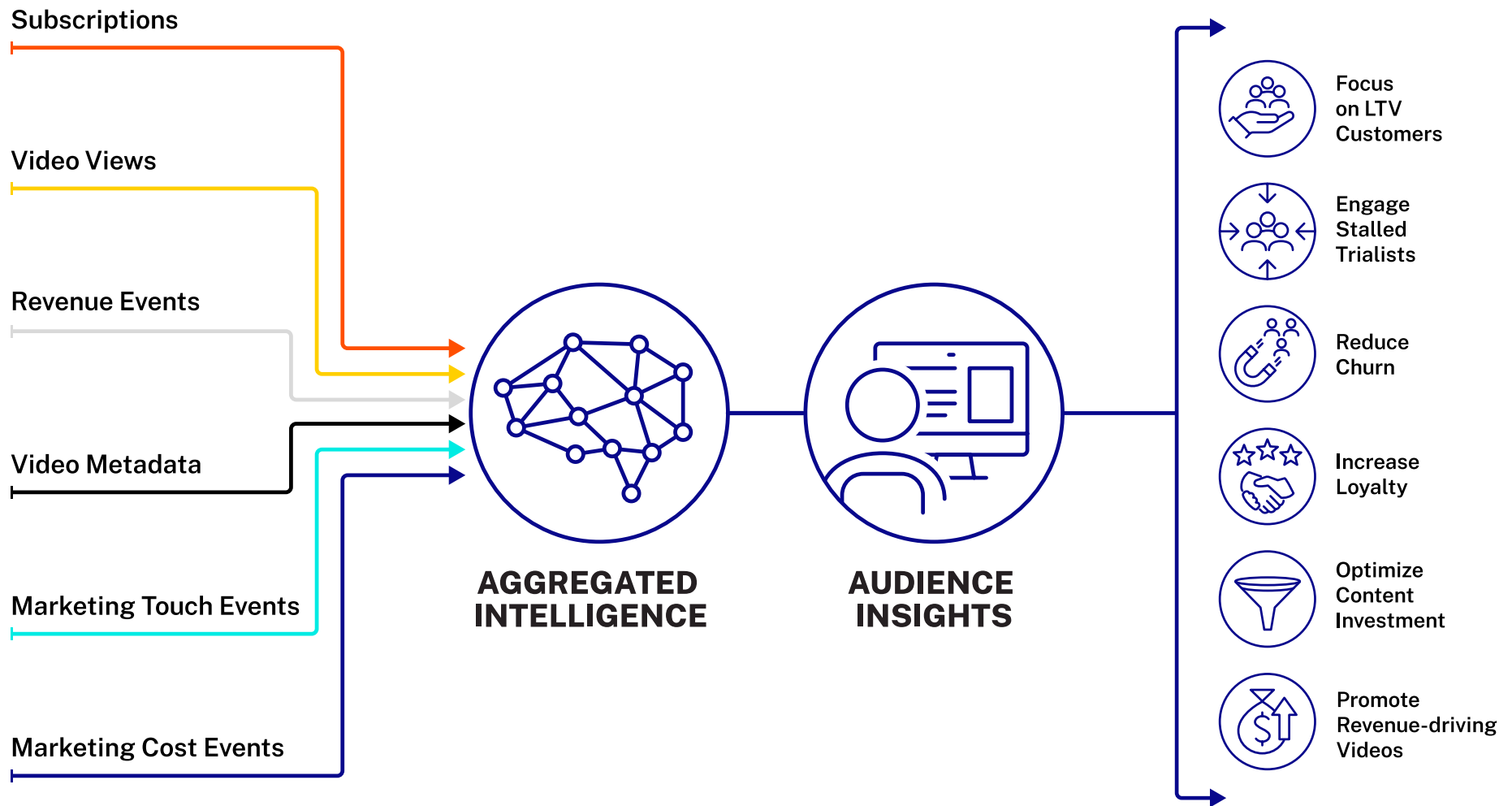
ACQUISITION	RETENTION
<p><b>Target high value customers.</b> Identify customers with a high lifetime value (LTV), then target audiences with the same attributes in your marketing and distribution efforts. For example, use data exports to establish high LTV lookalike profiles for targeted ad buys on platforms like Google and Facebook.</p>	<p><b>Optimize content investment.</b> Use video performance intelligence to understand which content is driving the most engagement — then create, license, or buy more of it. Your service will be stickier and your content strategy more impactful.</p>
<p><b>Improve marketing effectiveness.</b> Combine marketing attribution data with insights into your audience’s purchasing behavior to determine which offers and content drive the most revenue. Double down on what works and keep testing new approaches.</p>	<p><b>Build loyalty.</b> Keep audiences engaged and entertained with emails that promote relevant videos based on their viewing habits. One-to-one communications powered by audience insights can increase watch time, retention, and ultimately revenue.</p>
<p><b>Increase trial conversion.</b> Use audience data to identify people who signed up for a trial but haven’t watched a video. Leverage those insights to inform automated marketing emails that prompt stalled trialists to stream and subscribe.</p>	<p><b>Reduce churn.</b> Use viewing and engagement data to identify customers who are likely to churn. Head off canceled subscriptions by sending emails to at-risk customers with personalized offers and content recommendations.</p>

Leveraging audience and content insights works like a flywheel for your business. You’ll understand what content to invest in to delight and retain audiences, and you’ll know which audiences to target to increase content engagement and revenue.

To supercharge growth, take advantage of streaming platforms that aggregate and analyze data from multiple sources — subscriptions, marketing touches, video views, and more. You’ll gain a 360-degree view of video performance tied to customer engagement.



# A DATA PLATFORM FOR ACTION



# TECHNOLOGY IMPLICATIONS

Your video tech stack can either fuel revenue growth or put the brakes on monetization potential.

In this section, you'll learn how Brightcove technologies allow your video content to work as hard as possible for your business.

**“BRIGHTCOVE  
TAKES CARE OF  
THE HEAVY LIFTING  
FOR US SO WE CAN  
DELIVER A GREAT  
PRODUCT TO OUR  
MEMBERS.”**

**MANDAR BAPAYE**  
*Vicepresident of Engineering*  
**MasterClass**

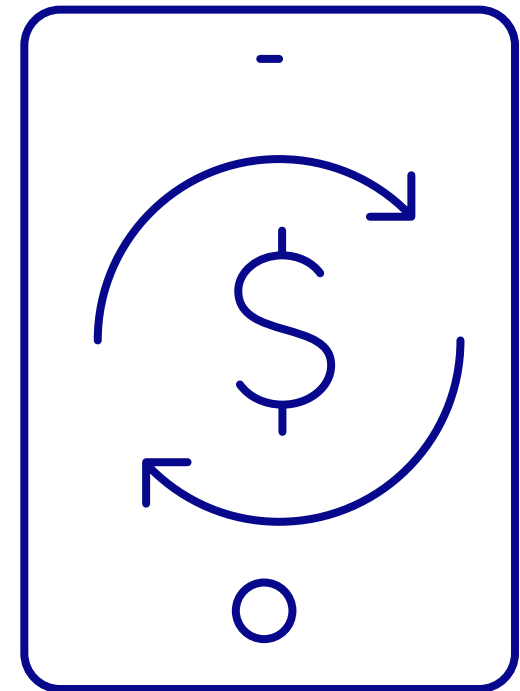
# MONETIZE YOUR CONTENT

WITH A PLATFORM  
YOU — AND YOUR  
AUDIENCE — CAN  
DEPEND ON

Your ability to maximize monetization opportunities depends on your video hosting and distribution infrastructure. As your business expands, the need for platform flexibility, high-quality video, and speed to market become even more critical.

That's where Brightcove comes in.

Below are some factors to consider when evaluating your technology options and the advantages of powering your streaming service — and revenue growth — with Brightcove.



CONSIDERATION	WHY BRIGHTCOVE
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OPTIMIZING MONETIZATION	
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<b>Can you capture revenue opportunities across any payment model or package?</b>	Brightcove allows you to maximize revenue opportunities with support for multiple monetization models and delivery formats. For example, live video is an excellent way to capture audiences and revenue. With Brightcove, you can monetize live video with ads, subscriptions, or as a pay-per-view event — either one-time or multi-day. You can use and combine different payment methods to meet different business objectives. And you can package content for sale in formats that include video on demand (VoD), live streaming, cloud playout (linear), offline, and live events (with the ability to record and offer the event as a VoD asset).
<b>Can you move quickly to capitalize on new monetization opportunities?</b>	Evolving business models, viewing habits, and technologies will continue to disrupt the OTT market. As an end-to-end platform, Brightcove brings together all the capabilities you need to future-proof your revenue stream. You can experiment with new monetization strategies, launch new content formats, and pivot quickly to capture demand in a new channel or region. A broad partner ecosystem and integrations with dozens of third-party applications also help you meet changing viewer and business demands.
<b>Can your content management activities keep pace with growth?</b>	With Brightcove, your team can upload, organize, and publish all your video content in one easy-to-use system. The Total Economic Impact™ Of Brightcove® For Media Companies by <a href="#">Forrester Consulting</a> found that this streamlined distribution workflow can reduce the time spent on content management tasks by as much as 83%. Brightcove's robust content management capabilities provide the control and efficiency you need to execute any monetization strategy securely, cost-effectively, and at scale.

EXTENDING CONTENT REACH	
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<b>Can you deliver an outstanding experience on the screens viewers prefer?</b>	Brightcove enables you to meet viewers where they are, regardless of their technology choice. You can deliver a single piece of content to 11 different platforms, including web browsers, mobile phones, smart TVs, and streaming devices like Amazon Fire TV, Apple TV, Android TV, and Roku. Adaptive bitrate streaming ensures that your audience enjoys a flawless experience no matter where, when, or how they watch — for both live and on demand content.
<b>Can you easily expand your reach through channel partners?</b>	Brightcove simplifies content distribution. After uploading content to the platform, you can distribute it everywhere you want with a single click. You can capture new revenue streams by pushing content to FAST platforms, subscription aggregators, and other syndication partners. You can also leverage social channels to build awareness and drive viewers back to your branded experiences.
<b>Can you reach audiences in new geographic markets simply and securely?</b>	Brightcove partners with leading CDNs across the world to make sure your videos get to international audiences with the highest quality possible. Geo-based delivery controls ensure compliance with content licensing restrictions, and auto-captioning and multiple language tracks let you tailor content to regional audiences. To streamline the purchase process, viewers can pay in their local currency and with their preferred payment model.

GROWING A LOYAL AUDIENCE	
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<b>Does the platform offer tools to help you acquire new audiences?</b>	Brightcove offers multiple audience-building capabilities, including universal search indexing to improve content discoverability, in-player lead forms to capture prospect information, and coupons and vouchers to encourage purchase. Integration with popular CRM platforms enables one-to-one audience engagement based on viewer behavior, while deep linking and attribution tracking improve marketing campaign performance.
<b>Can you deliver a compelling experience that drives retention and revenue?</b>	With Brightcove, you can create a viewer experience that rivals the most popular streaming services. You can showcase videos in channels, carousels, and playlists; offer personalized viewing recommendations; enhance content discovery with rich search capabilities; and grab viewer attention with engaging live content. All this on a platform that protects your brand and revenue stream with 99.99% uptime.
<b>Can you make data-driven decisions that maximize the value of your content and viewership?</b>	Brightcove delivers the deep video and viewer insights you need to increase OTT revenue and achieve the highest ROI. The platform analyzes data aggregated from sources across the viewer journey to enable smarter decisions about audience acquisition and retention, content programming, and monetization. Brightcove also provides insights into the effectiveness of third-party app stores and distribution partners.



## CONCLUSION

The OTT streaming market is rich with opportunities for content owners and developers.

As you plot a growth trajectory, it's beneficial to pursue multiple strategies for increasing video revenue. These include delivering content to new devices, channels, and markets; investing smartly in audience acquisition and retention; and optimizing your business model based on what's best for you and your viewers.

It also pays to partner with Brightcove. Creating content takes a lot of time, effort, and money. We'll help you get the most out of your assets with the industry's most reliable, scalable, and secure platform for managing, distributing, and monetizing video.

To learn more, visit [Brightcove](#) or [set up a meeting with our video experts](#).

# BRIGHTCOVE<sup>®</sup> VIDEO THAT MEANS BUSINESS<sup>™</sup>

Brightcove creates the world's most reliable, scalable, and secure video technology solutions to build a greater connection between companies and their audiences, no matter where they are or on which devices they consume content. In more than 70 countries, Brightcove's intelligent video platform enables businesses to sell to customers more effectively, media leaders to stream and monetize content more reliably, and every organization to communicate with team members more powerfully. With two Technology and Engineering Emmy<sup>®</sup> Awards for innovation, uptime that consistently leads the industry, and unmatched scalability, we continuously push the boundaries of what video can do. Brightcove. Video that means business<sup>™</sup>.

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